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“L.O.” EVERYBODY

by JACK CUTTER

LAST month the Editor asked me for a message for the 200th issue of the “Labour Organiser.” Because I was engaged on a special job I did not see his letter in time. Had I done so I should have sent a message something like this:

During the seventeen years which have passed since the birth of the “L.O.” many other Labour publications have been born. Most of them flashed across the void like shooting stars and, like shooting stars, were spectacular while they lasted. But they soon faded away, leaving only a fleeting memory and are now lost in the limbo.

The “L.O.” has become a fixed star.

In those 17 years we Labour Agents have had to negotiate many stormy and uncharted seas. This fixed star has enabled us often to steer our course aright.

We have cleared the shoals, avoided the rocks and weathered the storms. Now there is a fair following wind and clear water ahead. As we go spanking along towards our harbour of Socialist achievement wise helmsmen will keep their eye on our guiding star, spreading its fame abroad as they go.

Long may it shine as our friendly guide!

Thus, in the formal strain of congratulatory messages, I would have written a month ago. Now that I have come ambling up the course after all the celebrations are over, it is possible to add a more intimate word or two. [Our modest correspondent doesn't mention Ipswich. But we will—to congratulate him!—Ed. “L.O.”]

It is nearly six years since I wrote my first article for these columns, and

the Editor has kept me up to scratch so well ever since that I find my articles in three out of every four issues. They started in a modest way—a series under the heading: “Notes From An Agent's Desk,” a sort of monthly digest of the more interesting problems confronting a Labour Agent in his day-to-day work. Then I wrote monthly “features”—each article taking one specific subject—and have kept that up with an occasional lapse into the realms of policy.

The ordinary articles have brought me an occasional letter, usually asking for more details. The “Policy” articles have produced a hail of letters, almost equally divided between fan mail and notes of violent disagreement. Each policy article was reprinted in over a dozen local Labour papers. Several times I had the joy of hearing them quoted in meetings and once was roundly accused, after I had made a speech, of pinching my ideas, arguments and even phraseology from “Jack Cutter” of the “Labour Organiser”!

I have enjoyed receiving the letters as much as I have enjoyed writing the articles. Every month I look for the presence of other Agents in these hospitable columns, giving us their experiences and passing on a good thing when they strike one. I wish I wasn't so frequently disappointed. My own articles usually take less than a twentieth of each issue. The other nineteen-twentieths are frequently the work of one man—either his own writings or, what is much more tedious and exacting work, the documented results of his careful and reliable

research. Yet he keeps up the standard, and month by month for seventeen years there has never been a useless page, with the probable exception of some of my own meanderings.

Such remarkable achievement deserves our utmost support, both by the sending along of our ideas and by using every effort to multiply the circulation. Let's see if you can make the sales of the third hundred equal all the other two put together. Hang it all, the paper's worth it!

* * *

The Honorary Secretary of a Divisional Labour Party has applied to the Clerk to his County Council for his statutory two free copies of the register. The Clerk has replied with a point-blank refusal and, when pressed to give his reasons, stated that the Labour Party in question did not employ an Agent and had had no representative at the Revision Court.

The Labour Candidate for the Division then wrote a polite letter repeating the request and received a second refusal, blunt and boorish in tone almost to the point of rudeness.

Is this Lord High Panjandrum justified in his refusal? Has he any authoritative backing for his attitude? I say no, for the following reasons:

The legal ruling is that the agent of a political organisation may apply for and is entitled to receive two free copies of the electors' lists. It does NOT say that such agent must be an employee of the organisation. The Clerk concerned has assumed to himself the right to judge who is and who is not the agent of a political organisation. The law gives him no such right and, in my opinion, he is exceeding his duties.

Secondly, our tiny dictator's excuse that the Party was not represented at the Revision Court and therefore is not entitled to receive its Lists is really the outside limit! How on earth is any Party able to undertake Registration work unless it is in possession of Lists A, B and C? Without them, what is the use of appearing at Revision Courts? Does he suggest that the Party should purchase the lists when the law clearly intends that they should be at their free disposal for Registration purposes?

I know of dozens of cases where registration officers send on request and without demur free copies to D.L.P. secretaries where no Agent is employed. Many of these secretaries

do not appear at the Revision Court for the simple reasons that they cannot get away from work, and in any case they have secured satisfaction on their claims and queries by personal interviews with the R.O. weeks before the Court met.

Surely this pompous pipsqueak deserves some recognition for his notable services as Grand Past Master of the S.S.S.S.S.S. (Society of Smug, Supercilious, Self-Satisfied Sophists).

Give him a balloon.

[We have seen the correspondence to which Jack Cutter refers and we have also tested the advice given by our esteemed correspondent, which is quite sound. Free copies of the register are allowed to the recognised Agents of political parties, but whatever the intention behind the regulation, the R.O. has no title to lay down the sort of condition he has here insisted upon. "Recognition," too, is not something at the disposal of R.O.s, but is the prerogative of the parties concerned, and payment for services has nothing to do with the matter.—Ed., "L.O."]

THE DISTRICT COUNCIL ELECTIONS.

Another great advance in Labour's strength is confidently expected as the outcome of the forthcoming elections for Urban and Rural District Councils.

We do not propose in this issue to deal with the campaigning at these elections, as our readers will be familiar with the general course of electioneering which we have advocated on other occasions. The only advice we will give here is to go all out for victory. Leave nothing to chance, and above all ensure that a fine polling day machine is organised in time and is fully at work on polling day.

Readers who desire to refresh their memories on any point are referred to our issue for March, 1936, where detailed information was given—also to our issue of February, 1935.

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YOUTH

MUST BE WON FOR SOCIALISM

Says—

JOHN HUDDLESTON, *Labour Party Youth Officer*

HOW can we persuade young people to come into the Labour Movement?

No doubt this is a question to which many Agents and Organisers have endeavoured to find an answer.

Others have not given the matter a thought. Yet surely it must be self-evident that if a Ward or Division refuses to pay attention to the youth problem then indeed stagnation will result.

Happily there is a new awakening within the Movement; the enthusiasm and vitality which was evident at the League of Youth National Conference is being radiated throughout the country and soon the Wards and Divisions will recognise that they cannot afford to be indifferent to this important aspect of political organisation.

Youth can be encouraged to become interested in such problems as Education, better conditions of work, the claim for adequate facilities to enjoy leisure. In the Agricultural Areas self-respecting young people can be persuaded to recognise that intimidation and a lack of freedom which is their lot at present is not to be regarded as an inevitable condition.

Youth can similarly be persuaded to consider the vital problem of International Co-operation and Peace. Conference delegates acclaimed this as youth's greatest responsibility. Swift changes in connection with world affairs become, all too often, tragic in their consequence. Yet they can also be made the basis of a challenging appeal that youth should become politically active.

Much depends upon the approach to young people. Persuade them that the present world muddle and turmoil is not inevitable. Tell them that the steps to be taken in order to effect

a change require energy, courage and the spirit of good fellowship. They will surely respond.

Perhaps in the recent past our failure to attract youth is the result of our unwillingness to indicate that tremendous responsibilities devolve upon those who take up membership of the Labour Party.

It may be then that this is the key to our problem. We must seek to call forth the best that is in the youth of to-day and harness this in the cause of Socialism.

Not content merely to take up a negative line of protest against the injustices of our present social order we must seek to persuade young people that Britain is in dire need of a bold plan of reconstruction, that in working out such a plan our Movement needs the services of those who have courage and enthusiasm.

Nor is this all. We need to tell the youth of Britain that the test of one's Socialist convictions will be indicated by the extent to which they are prepared to take steps to become effective Socialists. Only when young Socialists become well informed can they claim to be really effective. In this new campaign the Publicity, Propaganda and Education Sub-Committee of the new National Advisory Committee for youth will immediately take steps to provide material which will be the basis for the requisite training.

"Every Division with a plan for youth!" This should not be regarded as a mere slogan.

We need a plan framed to meet the needs of particular areas — a plan which gives to youth a consciousness that he or she is taking part in an



ennobling piece of creative work. Politics is no longer to be regarded as just a dull administrative job: let us make quite clear to the young people we seek to win the fact that the Labour Movement is something more than a political party—it was established to secure the condition wherein individuals will enjoy a new way of life.

Enjoy life with the League of Youth—whilst you are helping to **Build a Better Britain**. Here you have the new basis for an appeal to youth. May the time be not far distant when every League of Youth branch shall have its Rambling Section and sections for Tennis, Swimming, Debating, Play Reading, Drama and Music.

Extending on these lines branches will soon realise that there is no danger of their becoming unwieldy in size provided that the work is sufficiently devolved.

Agents and Organisers who are wise will do well to forget any unfortunate experiences they may have had in connection with youth organisation: they will refuse to generalise from particular instances. It may be that in times past branches of the League of Youth

have tended to become social clubs and merely that! Can we be sure, however, that this was entirely the fault of the young people themselves? Perhaps this tendency only revealed a lack of tactful handling which might have ensured that such activities would be canalised in the cause of Socialism.

Surely it is possible to find one person in a Ward or Divisional Party organisation who can gain the confidence of youth? Some person who realises that the Labour Movement simply **cannot** afford to ignore the youth problem. Here is an opportunity to do work of vital importance, but it should only be undertaken by one who has the right approach. Tact is essential. Patronising people will not be successful if given such a job.

In the near future it may come to be recognised that the real test of the work undertaken in the Wards and Divisions will be based on the result of efforts made to win over young people.

And so the Campaign goes on!

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LABOUR'S DRIVE

"TO WIN THE COUNTRYSIDE"

By MORGAN PHILLIPS, *Propaganda Officer, The Labour Party*

IT is widely recognised throughout our Movement that if a Labour majority in Parliament is to be achieved at the next Election, many agricultural constituencies must be won. For this reason, the Agricultural Campaign Committee of the Party has settled down in earnest to the task of developing Socialist propaganda in the countryside.

In January last, there commenced a series of Regional Agricultural Policy Conferences at which experts outlined Party policy. It is significant that a number of practical farmers actively assisted in this work. At each Conference local farmers are represented and, in the course of discussion, readily testify to the soundness of our Agricultural Policy. The interest aroused by the Conferences, has led to full-length press reports appearing in County and local newspapers throughout the country.

Summer Campaign.

Immediately after the Conferences, there will be the most intensive Rural Campaign ever organised by the Party. Regular open-air meetings will be held with the aid of loud-speaker vans. Members of Parliament, Prospective Candidates and other Party propagandists will tour rural Britain from Land's End to John o' Groats. A door-to-door sale of Party publications will be organised and the widest possible distribution of leaflets effected.

Clarion Campaigners.

In this work, the Clarion Rural Campaign Committee is to play an important part. Large numbers of young people will devote their summer holidays to missionary work on the countryside. This year one Clarion Group will devote twelve weeks to the south-west area, from Winchester to Cornwall, and another Group will devote the same period to the north-western area, from Lancashire to Cumberland.

In the summer of last year, with only one Group working, these young people canvassed 216 villages, held 239 meetings, and sold 3,300 pamphlets.

A Labour Propaganda Association.

Another development of considerable importance is the formation of propaganda squads in the large industrial centres.

Recently a Conference was held at Bristol for the purpose of establishing a Labour Propaganda Association, which would have as one of its principal tasks the organising of groups of people to engage in propaganda work in the rural areas of Gloucester, Wiltshire and Somerset. A collection taken at the Conference realised the sum of £85 for the purchase of a suitable loud-speaker van. This new group will organise week-end parties to undertake the work of recruiting individual members, selling and distributing Party literature, and addressing public meetings in rural villages. It will, in addition, recruit and train public speakers, organise discussion groups, day and week-end schools. Participation in such groups is, of course, confined to individual members of the Labour Party. For a considerable amount of assistance in this work, I am looking to Labour's League of Youth.

The Agricultural Committee itself has selected fifty important marginal constituencies in England and Wales for special attention during the period May to October. The Summer Campaign will be followed by the organisation of demonstrations in the important country towns.

For all these Campaigns, special literature is being prepared by the publications department, and all speakers will be supplied with special sets of speakers' notes on topics of vital importance to the countryside.

To ensure the success of this work, it is essential that our candidates, agents and other key workers on the countryside should be fully acquainted with agricultural problems and rural organisation. To achieve this, week-end schools are held from time to time under the auspices of the Committee.

The Urgency of Our Task.

Our countryside is suffering from a lack of security, due to the absence

of any real plan of development. The National Government, with its restrictive measures, quotas and levy subsidies, etc., has completely failed to utilise the immense resources of this country in the field of agricultural production. While a number of our people in the industrial centres are suffering from malnutrition, acres of land capable of producing the necessary health-giving foods are going out of cultivation. Labourers continue to leave the land in increasing numbers, due to the evils of the tied cottage, low wages and the lack of any opportunity for social life.

The countryside is ready to listen to Labour's constructive proposals for security and freedom. The workers in our towns and industrial centres can help in the task before us by donating to the funds of the Agricultural Campaign Committee the means to enable this work to continue, and by volunteering their services during week-ends and holidays for addressing open-air meetings, distributing and selling literature and for canvassing for new individual members of the Party. In this way we hope to effect during 1938 the closest possible co-operation between town and countryside and thus make possible a majority Labour Government at the next General Election.

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(Concluded from page 59)

Question. A correspondent encloses a carboned copy of a circular sent out by ourselves, and asks if the same was O.K. for halfpenny unsealed postage, and whether we could explain the regulations?

Answer. The circular referred to was one reminding customers of the expiration of their subscription, and over twenty carboned copies (excluding the top original copy) were posted at the same time in accordance with the Post Office regulations. They were bundled and handed over the counter with the appropriate form, and in this respect they were completely in order.

It does appear, however, that many local secretaries are unaware of the regulations regarding the posting of circulars, and we will briefly recapitulate same.

Printed circulars, or printed forms, on which details are to be filled in in writing or typewriting are admissible under the printed paper rate, and may be posted either with or without an envelope as in the case of a card, singly or in any quantity at one time at the pre-paid rate of halfpenny for every 2 ozs. Books, maps, sketches, etc., all go in this category, but typewritten or duplicated forms, filled in or otherwise, are not admissible at this rate.

There is an extension of the privilege of the cheap printed rate which applies to notices which are cyclo-styled handwriting and to circulars in imitation type characters. Notice the difference—a handwritten original may not be in the form of a letter; it must be a form, though it may contain a good deal of filled-in information.

Circulars, to be eligible, must be in imitation type characters, and may be produced by means of carbon copies (excluding the top copy) or by a mechanical process such as duplicating.

A cyclostyled or hand-stamped notice on which details have been filled in may be posted in the ordinary way, but imitation type characters must be handed in at a Post Office, and at least twenty copies must be posted at one time, together with a form of declaration (P.241 B). If there are a number of circulars they must be securely tied in bundles of convenient size all faced one way.

These regulations are to be found in greater detail in the Post Office Guide, price sixpence.

SOME REPORTS AND BALANCE SHEETS

Now that the season for Annual Reports is with us, will Secretaries please oblige by forwarding their reports promptly? We do not care to carry over the review of last year's accounts and report into the summer months.

North Camberwell (Agent, Coun. C. A. G. Manning) sends us an advance report, and we are grateful to friends like this, who do not keep us waiting until their report is printed. The fact which strikes us most here is the fact that 1,446 members contributed an average of 4s. 6½d. per head during the year. This is exceptional. Members' contributions totalled £328 7s.

From the report of the Whitechapel and St. George's L.P. (Agent, Mr. A. Murray) we note that 3,177 cards were issued during the year. Ward income for 1937 totalled £315 13s., a drop of £10 on the year. Unfortunately, a number of other Parties report a fall in the membership, mostly during the early part of last year.

Mile End (Agent, Mr. I. Shafran) reports that the total number of members paying contributions during the year was 2,273—the highest number in the history of the Party. Contributions have increased to £309 8s.

Bristol East D.L.P. (Agent, Councillor H. E. Rogers), though reporting a successful year, record a drop in membership. There are now 1,660 members producing an income for the year of £254 1s. 6½d. East Bristol Party's premises continue to show prosperity.

Kennington Labour Party (Agent, Mr. W. H. Hunt) enrolled nearly 1,200 members during last year, though like several of the Parties above-mentioned, the Party has lost many members through removals. Despite these losses Kennington finished up with 660 more members for the year. The removal problem is proving a serious one in some industrial areas, and one has an uneasy feeling that many of the

removed members are not picked up again by the Constituency Parties into whose area they remove.

Huddersfield Labour Party (Agent, Mr. A. Gardiner) report progress in several directions, including a record figure in members' contributions, which totalled £189 17s. 1d. We note an item of £142 as proceeds from a Sale of Work.

Greenwich (Agent, Mr. R. Berriff) decreased its membership slightly during the year, but finished up with 3,000 members. The Party closes the year free of any liabilities, and with a nett asset balance of £778. Ward subscriptions during the year totalled £358 8s. 3d., while there were handsome receipts from other special activities.

West Leyton report that the year 1937 was one of great progress and success in all spheres of Party work. There was an increase in membership of over 250. We are glad to say that this Party has increased its sale of literature many times over (no financial statement is to hand).

The South Tottenham Labour Party closed the year with a record membership—an increase of 208 during the year. Finance also showed an improvement, and this Party, like several others, pay tribute to the work of the distributors of their local paper.

Withington D.L.P. present an unusual type of report, which though duplicated, carries the photographs of several prominent persons associated with the Party.

Hendon Local Labour Party, as usual, send a well-got-up and interesting report. Hendon L.L.P. have maintained their position during a somewhat difficult year, and have more than recovered some slight loss in membership made during the previous year. The report is a full one covering every phase of local activity. This Party evidently takes its business seriously.

The report of the Faversham D.L.P. is detailed and interesting. Progress in membership continues, this being the fifth successive year in which a rise has been recorded. Membership now stands at 1,902. The report rightly emphasises that Faversham, being a County Division, the responsibility for the recruitment of new members cannot be wholly that of the Division, but must rest largely upon Local Parties themselves. This is quite true, and in County Divisions it is sometimes necessary to mention this truth to avoid the evils of parochialism. The report carries some interesting graphs showing the development of membership in the several Local Parties during the last five years. Another year another page might well be devoted to this feature.

A marked register is as vital as a record of members' names. And many constituencies forget all about it.

A fine is no longer required where a Borough Councillor resigns office. The rules requiring such fine were repealed in 1933.

Canvassing in "better class" neighbourhoods is **helped** by the previous distribution of a circular announcing that the candidate's representative will call. Canvassers say that this circular enables them to break the ice, where otherwise an introduction is difficult.

The good Secretary, by predigesting his Party correspondence, can, in most cases, save quite half the time of his Party meeting.

Film Industries, Ltd., who advertise in these pages, supply loud speakers on easy hire purchase terms. Now is the time to make enquiries and purchase in good time for the summer propaganda.

There are in England and Wales 62 County Councils, including London, 83 County Boroughs, 289 non-County Boroughs, 28 Metropolitan Boroughs, including the City of London, 650 Urban Districts with Councils, 485 Rural District Councils, and over 7,000 Parish Councils.

A person who leases land, a house or houses, is an "owner," for the purpose of qualification to be elected to a Local Government body.

The sealing of your election envelopes is preferable to posting them tucked in. A sealed envelope arouses curiosity. Is not that what one wants concerning the Candidate's policy?

Several prosecutions have taken place recently for offences under the Corrupt and Illegal Practices Act at local elections.

The majority of users of portable loud speakers speak too closely to the mike, and too rapidly. Frequently too much volume is used in a confined space. These faults combine to secure unpopularity for the use of amplifiers. Speakers should take more trouble to master the use of the mike.



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DO YOU KNOW THAT—

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There is a high percentage of Parliamentary Divisions which have been contested at every election since 1918, i.e., seven elections.

Proper care of the register in these cases would have enabled the local agents to refer to the promises of electors over the whole of this period of twenty years. This invaluable guide to organisation and electioneering is, however, nearly always neglected to Labour's incalculable loss.



QUESTIONS ANSWERED—

A POPULAR FEATURE

WHY WORRY ?

ASK THE EDITOR

An Annual Meeting Question.

QUESTION. At our last annual meeting A. and B. were delegates to the said meeting, and were elected President and Vice-President respectively. It has been necessary to call a special general meeting of the Party before the next annual meeting, and I want to know whether the President and Vice-President are ex-officio delegates for such meeting, and further, are the Local Labour Parties, of which the President and Vice-President are members entitled to representation in the place of these two officers?

ANSWER. It would appear that our correspondent's Party meets very infrequently, otherwise this question must have arisen before. We know of a few Parties which function through an Executive Committee all the year round, and we wonder if this is the case here. Party rules do not lay down any specific cycle for meetings, but they do envisage the holding of ordinary and special meetings from time to time.

We must presume that the President and Vice-President were properly elected, and they are therefore entitled to attend all meetings of the General Committee during their year of office, and to attend the next annual general meeting also. In the latter case they may only vote if they are still delegates.

We are of the opinion that the Parties of which the President and Vice-President are members are not entitled to representation in the place of these two officers, but the Local Parties may appoint fresh delegates in time for the annual meeting. If fresh delegates are appointed, both the old officers and the new delegates are entitled to attend, the latter, however, being the only ones entitled to vote.

Best Canvassing Method.

QUESTION. Our Party are considering methods of canvassing other than the one in use at present. We now use the single card system as recommended by Headquarters for both General and Municipal Elections.

The re-numbering of the cards each October becomes more and more difficult, as it has to be done in a few days after the issue of the register. Can you give us any helpful information on this question, and also describe the system which cuts up the single-sided register and pastes it on to card-board. Whilst we think that the single card system is the best, we want a change for the purpose of our Municipal Elections.

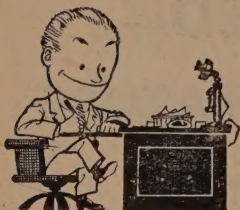
ANSWER. Our comrade, in a covering letter, tells us that he has sent out to twenty Local Parties asking for information as to the system adopted in their towns, and the results thereof up to date, only three replies have been received.

We would comment that our friend's questionnaire is somewhat too elaborate, and that Parties generally resent the receipt of questionnaires except on very special occasions, and from representative quarters. We do not recommend the issue of questionnaires by Local Parties, for there are better and more direct ways of securing data.

At the same time the lack of replies is discouraging. Local Parties ought to be prepared to help one another by the exchange of information and advice, and in this case our sympathies are with our correspondent who has looked for comradeship and friendly advice and has not received it.

We would point out that our pages carried an advertisement last month from Messrs. Edwards & Bryning, of Rochdale, who specialise in the system

enquired about by our correspondent, but the question raised is one which we feel requires further discussion in our columns, and we intend publishing an article on the subject next month.



ANSWERS IN BRIEF

R.D. [Bristol]. — You are wrong in assuming that a casual vacancy occurs immediately upon the election of a Councillor to be an Alderman. Section 65 of the Local Government Act, 1933, lays down that a vacancy is deemed to have occurred upon the date on which the newly-elected Alderman accepts office. The declaration of acceptance may be made within two months, and notwithstanding his election to the Aldermanic Bench, a Councillor does not cease to be a Councillor (and he is not an Alderman) until he has taken the declaration. If the declaration is not taken within the time prescribed, there is a vacancy for an Alderman.

E.F.G.—The term Burgess in relation to electors for a Municipal Corporation is obsolete. The right term is Local Government electors, and that phrase has been used for the last twenty years.

J.C.—It is not now possible for a Borough to promote an appeal for the purpose of constituting the Borough a County Borough unless the population of the Borough is 70,000 or upwards.

R.D. [Leeds]. — In the "Rules and Conduct of Debate" by G. K. and T. E. Naylor it is laid down that the effect of carrying the motion "next business" is to dismiss the resolution before the meeting without any vote being taken. If "next business" is lost the discussion is resumed. Where the "previous question" is moved and carried, the original resolution is again got rid of without a vote being taken, but if the previous question is lost the vote is taken at once.

It will be seen that a motion for the previous question is a pretty awkward one in any case. This motion, however, cannot be moved while there is an amendment before the meeting, and, being itself an amendment, it is open to amendment—and an amendment to "the previous question" is the only means by which, in some cases, the power of an individual can be curbed.

The "previous question" is not a desirable motion on any occasion, and a more straightforward resolution is that "the question be now put," which gives a clear and unencumbered alternative to a meeting.

T.B.—If you have got a good printer leave the choice of paper to him; though, unfortunately, there is a class of printer who seem to have a complex in favour of the lowest grade papers on all occasions. A "printing" paper is judged by its suitability for printing, its bulk and opacity; in a "writing" paper one looks rather for good colour, suitable surface and appearance. It is not correct to assume that a "writing" paper makes the best letter-heading. "Bond" papers are frequently used for letter-heads and here one wants a surface adapted to typewriting, and one looks for strength as well as appearance and "feel."

Mrs. M.—We are afraid that our resources will not permit us to write-up the development and growth of the Labour Movement in the areas you mention, i.e., London, Scotland, Wales, etc., but you can get something of what you want to know about the growth of Labour's power in London by reading Emil Davies's pamphlet on "The London County Council," which was published a year or so ago by the Fabian Society. The price we believe is threepence.

J.M.C.—You are altogether wrong in thinking that the way to become a Labour Agent is to persuade some Local Party to appoint you on trial at a skeleton salary. You would not be permitted to learn engineering, bus driving, carpentering or any other trade in this manner, and it would be a poor beginning to start off as a black-leg. Practise organising methods on a voluntary basis first in your own district; take up the Study Courses in earnest, and apply its teaching to your

local work. When you can show some results you won't be long in securing an appointment on the proper terms.

M.M.—We favour the inclusion of the accounts of Local Parties and Ward Committee in the general statement of accounts published by the Divisional Party. This is done in many instances, and the result makes for proper pride and emulation among Local Parties, beside contributing to clarity and showing the Party's activities in their true dimensions.

St. J.—If the Company has been libelled they may sue, but no action will lie if the statements made were defamatory of an official or some officials only. In such case the individuals must sue, though one supposes there is little to prevent the Company backing them financially.

A.F.W.—The usual marks made in correcting printers' proofs are illustrated in many books of reference—"Pears' Cyclopaedia," for instance. We have also given illustrations in our pages on one or two occasions.

(See also page 54)

THE aim of every local Labour Party should be the publication of its own local paper. The facilities offered by a group of local Parties who run the Southern Counties Workers' Publications Ltd., enable the production of an 8-page paper with a circulation of only 500 to be run without a loss. Has your Party considered co-operation with the "Workers' Monthly" scheme? It can serve the smallest or the largest Party by means of its Socialist and non-profit-making basis. Write at once and get going before November!

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CLERKENWELL 7434 EASY TERMS

NEW L.P. LEAFLETS.

Advertised on second page of cover will be found a set of six leaflets, each of which should have a ready sale at the present moment.

Leaflets are for distribution, and for distribution quickly. Literature and Propaganda Secretaries ought not to be in the position of having to wait for a Local Party meeting or a Local Party decision before ordering, and we trust there will be many Secretaries who have the authority and the will to provide, for their organisation, this light ammunition which is turned out in such variety from Labour's Publicity Department.

**HAS YOUR PARTY
A
LOCAL
JOURNAL
OF ITS OWN?**

**ESTABLISHED 1926
—Going stronger
than ever!**

"THE WORKERS' MONTHLY"
"BRIXHAM," THE MOUNT, GUILDFORD, SURREY

DO YOU TEST?

YOU SOW—BUT DO YOU REAP?

AN ARTICLE TO MAKE YOU THINK

In the great world of advertising the application of tests to discover the success of this or that method has been developed into a fine art. There is a close connection between the advertisement practitioners and the sales departments of the firms who employ these experts.

The "keyed" advertisement is known to everybody, and those mystic initials or numbers to which an enquirer or postal customer is requested to reply, are very definite and decisive factors in computing the success attending a particular announcement. Replies are noted and numbered, enquiries and correspondence are followed up, and checked and collated as to the return in sales, while where individual sales cannot be traced, district returns are checked and so on *ad infinitum*.

The "keyed" advertisement is only one of many checks on publicity methods. Firms issuing circulars check the results from these, and from different forms and styles of circulars just as they check the results achieved by their travellers. There is no end to the intricacies involved by this business, but readers may take it that all modern publicity is as carefully weighed and valued as a pound of tea in the local Co-op. stores.

This matter of checking results has some application to Labour organisation, not that all the elaborate machinery or keying which advertising firms employ is necessary or possible, but it is desirable from time to time to know whether our methods are producing success or which of two or more alternative methods achieve the best results.

It must never be forgotten that Labour's Bid for Power, involving publicity, propaganda, enrolment, enumeration, finance and other similar considerations all demand a measure of business efficiency and business supervision.

We may affect to sneer at the efficiency methods of modern capitalism, but it would be futile to neglect efficiency which is necessary in our own

Movement. Labour can less afford to waste its circulars, to expend its sweetness on the desert air, or to continue futile efforts of conversion, than can its capitalist opponents. The latter lose only the prospect of profit; we, by such neglect, lose the possibility of a new and happier world.

We are aware that some of the ablest Labour Secretaries in the country periodically check up on the methods they employ. We have published in the "Labour Organiser" from time to time figures which prove that the distribution of circulars, membership appeals, etc., have been checked by results. The return per 100 circulars is known and in some cases where methods have been varied, comparative results have been obtained.

Last year, in recording how the big membership Parties built their membership, we gave several instances which indicated that records had been kept, showing the result of specific methods. And quite recently the Literature Department of the Party has published results which have shown the percentage of sales of literature obtained on the visitation of a given number of houses. All this indicates that the problem we are discussing is at least present to the minds of the keener men of the Movement. What we would like to see is an extension of the principle and the adoption of tests more generally.

It is an acknowledged fact that methods of publicity do not "draw" equally in all parts of the country, and it is equally true that methods get stale. We know a Party which has advertised all its meetings for years by press announcements, and no other. Of late years its meetings have been poor, and ill-attended. Even one of the great leaders, whose name should fill a hall anywhere, landed the Party in a loss of £20 a couple of years ago. Recently the method of advertisement was changed—a lesser leader came and there was a profit.

How long do Parties go on with old methods as this one did, or change to

new ones without anything but rule of thumb to go upon? There is sometimes opportunity to check and record results. Why not do so?

That the results obtained from distribution of literature, or from canvasses in terms of members enrolled, should be recorded almost goes without saying. There are alternative methods of advertising meetings, tickets, handbills, posters, etc. Why not test the results in terms of numbers attending?

What we are suggesting is not an orgy of card indexing, chart-making or useless records, but that, as occasion presents itself, we should adopt the same methods of checking the effects of our expenditure as business people find it pays them to do in that sphere.

PUBLICATIONS RECEIVED

"Your Britain" No. 2. Price One Penny. The Labour Party.

No. 1 of "Your Britain" did much to revive the drooping spirits of Labour last summer, and to place the ship on an even keel again.

No. 2 is going to do more, for it is even better, brighter, more varied, and effective in every way; not a word of which must be taken to disparage the first issue. We heartily congratulate those responsible, because they have forged a new weapon for our Cause, just when all the old ways were getting stale. "Your Britain" comes to create new interest in politics—to win back the sick-at-heart Socialist, and to help us to attack the frightful inertia of the masses which of itself constitutes the greatest opportunity for our enemies.

We profoundly hope every reader of the "Labour Organiser" will do his and her share to get "Your Britain" No. 2 in every home.

"Bread and Butter Politics." Price One Penny. The Labour Party.

Precisely what so many people in the Party say we ought constantly to put before the electors. Well, here we are. This pamphlet is no academic dissertation, but it is a

plainly-written narrative which puts in the window a number of those practical and popular bread and butter measures by which Labour would ease the lot of the workers while preparing the way for more fundamental changes. Here is an attractive programme in itself, and set out too in a cover which is plain, bold and compelling—just as the programme is.

"A Trades Unionist's View of Politics." Price One Penny. The Labour Party.

Another grouse often heard in Local Party meetings concerns the apathy of the Trades Union mass, and the allegation that enough is not done to make that mass active. Labour has begun at the right end in this matter (as is pointed out elsewhere) in securing the sympathy and aid of those best able to bring influence to bear among the Trades Union rank and file, and this pamphlet puts our case. Labour has an unanswerable case for the support and activity of the individual Trades Unionist, and the pamphlet is intended to give Local Parties the opportunity to co-operate, and to follow up in the constituencies the endeavours being made in the Trades Union machinery itself.

"Education for Emancipation." Price Twopence. N.C.L.C. Publishing Society, Ltd.

The N.C.L.C. is a powerful and a busy organisation, performing a wondrous good work among the workers. We should like to commend the above-named document, which is a review of the work of the Society, to all thinkers in the Movement. Many Labour folk hardly realise the variety of work undertaken by the N.C.L.C., or the extent of same. There are from 15,000 to 16,000 students, drawn from nearly 800 classes, and a matter of something like 15,000 students in addition, who attend day and week-end schools. The Postal Courses alone last year dealt with 8,729 students. But those who don't know the work of the N.C.L.C. should get this pamphlet and have their eyes opened.

LABOUR PARTY DIRECTORY OF DIVISIONAL SECRETARIES

MONTHLY LIST OF CORRECTIONS AND ALTERED ADDRESSES

Readers are specially requested to note that this list, published month by month in the "Labour Organiser," is the *only* published record of D.L.P. changes. The list is based upon the current annual report of the Party, and to assist readers, we publish, in addition to this month's alterations, the key numbers of constituencies which have appeared in previous lists.

The importance of this information is seen when it is stated that over 200 alterations were published during the past year. When communicating with the Secretary of any other Division *make sure* that no alteration of address has been published in these columns, and do so by referring to our index list. No distinction is made between a change of secretary and a change of address—the new entry is given in full.

KEY TO INDEX LETTERS REPRESENTING LABOUR PARTY ORGANISING DISTRICTS.

A North-Eastern District	F South-Western District
B North-Western District	G Eastern District
C Midlands District	H Wales
D Southern and Home counties District	J Scotland
E London District	K Universities

KEY TO NATURE OF CONSTITUENCY

(CD) County Divisions	(DB) Divisional Boroughs
(SB) Single-membered Boroughs	(BD) Borough Divisions
(DMB) Double-membered Boroughs	(U) Universities

FULL LIST OF CONSTITUENCIES FOR WHICH CORRECTIONS HAVE ALREADY BEEN PUBLISHED

December issue :—2, 5, 15, 26, 33, 38, 47, 53, 62, 127, 140, 159, 167, 231, 232, 239/41, 245, 249, 258, 262, 268, 294, 299, 303, 331, 378, 390, 394, 396, 423, 446, 476, 480, 481, 540.

January issue :—5, 9, 22, 45, 65, 263/5, 280, 305, 372, 375, 413, 440, 470.

February issue :—16, 26, 46, 53, 65, 89, 124, 127, 167, 175, 178, 258/9, 263, 274/8, 293, 299, 306, 352, 413, 487, 538.

FULL LIST OF CORRECTIONS RECEIVED SINCE LAST MONTH

Index Descrip-

No.	tion	Name of Organisation	Present Secretary and Address
D3	CD	Luton D.L.P.	Mr. W. G. VEALS, 79, Marsh Road, Luton, Beds.
D9	CD	Buckingham D.L.P.	Mr. W. HUTCHINSON, 17, East View, New Bradwell, Bletchley, Bucks.
C44	CD	Derbyshire (West)	Mr. J. E. BURTON, "Peveril," Derby Road, Wirksworth, Derby.
A70	CD	Consett D.L.P.	Mr. F. J. GOSS, School House, East Stanley, Stanley, Co. Durham.
D118	CD	Winchester D.L.P.	Mr. C. R. S. COLLINS, 21, Chadwick Road, Eastleigh, Hants.
D143	CD	Tonbridge D.L.P.	Mr. C. COLLISON, 52, Western Road, Tunbridge Wells, Kent.

B155 BD	East Toxteth D.L.P.	Miss M. MEE, 23, Parkfield Road, Liverpool, 17.
B160 BD	Kirkdale D.L.P.	Mr. J. FORD, 37, Suffield Road, Liverpool, 4.
B162 BD	Walton D.L.P.	Mr. T. H. SMITH, 239, Townsend Avenue, Liverpool, 11.
B171 BD	Hulme D.L.P.	Miss A. L. ALTON, 139 Princess Road Manchester, 14.
G213 SB	Grimsby D.L.P.	Mr. M. LARMOUR, 30 Manor Avenue, Grimsby, Lincs.
E224/5 DB	Bermondsey Boro' L.P. & T.C.	Coun. A. E. WINCH, Labour Institute, 60b, Fort Road, Bermondsey, London, S.E.1.
E242/243 DB	Hammersmith Boro' L.P. & T.C.	Mrs. A. SKILBECK, 46A, St. Peter's Square, London, W.6.
E278 BD	Streatham D.L.P.	Mr. P. EDDY, 114, Fieldend Road, Streatham Vale, London, S.W.16.
G300 SB	Great Yarmouth D.L.P.	Mr. H. S. MILLER, 51, South Quay, Great Yarmouth.
F340 CD	Frome D.L.P.	Mr. H. WICKHAM, 5 Hayes Road, Midsomer Norton, Bath, Somerset.
C346 SB	Newcastle (Staffs.) D.L.P.	Mr. A. ROWE, 18, Pemberton Street, Chesterton, Stoke-on-Trent.
D378 CD	Rye D.L.P.	Mr. W. STREVETT, 9, Bodle Crescent, Bexhill-on-Sea, Sussex.
D388 CD	Chichester D.L.P.	Mr. H. R. NICHOLLS, 69, Horsham Road, Littlehampton, Sussex.
C403 CD	Nuneaton D.L.P.	Mr. F. ARCHER, Abbey Chambers, Abbey Street, Nuneaton.
C404 CD	Rugby D.L.P.	Mr. F. W. WILLIAMS, Labour Rooms, 1, Elborow Street, Rugby.
A420/3 DB	Bradford City L.P.	Mr. W. V. TITHERINGTON, Rawson Market Chambers, Rawson Place, Bradford, Yorks.
A422 BD	Bradford N. D.L.P.	Mr. R. BARBER, 88, Roundwood Avenue, Eccleshill, Bradford, Yorks.
A423 BD	Bradford S. D.L.P.	Mr. J. BRET, 62, Union Road, Low Moor, Bradford, Yorks.
A437/8 DB	Middlesbrough D.L.P.	Mr. J. BOOTHBY, 35, Bennett Street, Middlesbrough, Yorks.
A450 CD	Holderness D.L.P.	Mr. WILSON, 40, Ampleforth Grove, Derringham Bank, Hull.
H484 CD	Flintshire D.L.P.	Mr. J. ROBERTS, Rock House, Ffynnon Groew, Flintshire.
J511 BD	Aberdeen South D.L.P.	Mr. J. DOYLE, 3A, Crown Terrace, Aberdeen.
J530 DMB	Dundee D.L.P.	Mr. J. MUIR, Labour Halls, 48, Wellgate, Dundee.
J575 CD	Renfrewshire West D.L.P.	Mr. J. MURPHY, 2, Windsor Place, Bridge of Weir, Renfrewshire.

ADDITIONAL LABOUR CANDIDATES

The following prospective Labour candidates have been endorsed by the National Executive Committee:—

STOCKTON: Mr. J. Erskine Harper.

MALDON: Mr. Morris Jones.

GRAVESEND: Mr. Garry Allighan.

CHELSEA: Dr. B. Aikin-Sneath.

ST. PANCRAS SOUTH-WEST: Mr. Haydn Davies.

HORNSEA: Mr. J. T. Murphy.

NEWCASTLE CENTRAL: Mr. Lyall Wilkes.

THE WREKIN: Mr. I. O. Thomas.

EAST GRINSTEAD: Mrs. E. L. Nield.

COVENTRY: Mr. R. H. S. Crossman.

BRECON AND RADNOR: Mr. W. F. Jackson.



MORTON'S

ROTARY
DUPLICATORS

Equal work to large

Rotary machines. Ask for demonstration

Mod. A, 47/6. Mod. B, 63/-. Mod. C, Auto

27 Gt. Dover St., London, S.E.1 Paper Feed, £6/12/6

THE PARTY AT WORK

The National Conference of Labour Women is to take place at Leamington Spa, this year, on May 10th, 11th and 12th. A record gathering is expected on the occasion of the Women's second visit to this Midland Spa.

Many of our readers are still unaware that the Labour Party issue Collectors' Books, and that the "Labour Organiser" has ceased to sell same. Each book is spaced to cover 32 members, and to take weekly entries and a monthly total of returns to the Treasurer. Notwithstanding the sale of over 25,000 books by the "Labour Organiser," there still remain some Parties which are content to collect members' subscriptions in a slipshod manner, and to adapt any makeshift type of account book. We hope the use of Collectors' Books will soon be universal.

The Party also supply monthly return forms to enable collectors to make returns to the centre, while retaining a carbon copy for reference.

One of the snags about Labour Party membership has been the great leakage which has occurred each year through removals. We understand that some constituencies have suffered an annual loss of several hundred removals for years, and it is notorious that most of these members lapse, and are lost trace of in their new constituency until found on some fresh canvass.

To stop this leakage the Labour Party now supply Members' Transfer Forms, and the intention is to enable a member of the Party to be transferred from one Division, Ward or Local Party, to another. The member intending to remove is asked to complete the form and hand it in when the same is passed on to the member's new area—either direct or through the Headquarters of the Party. We profoundly hope that this method of preventing a serious loss will prove successful, and that readers will co-operate.

The latest Local Government circular issued by the Local Government

Department deals with the interesting and complicated question of the Quinquennial valuations. This matter is of considerable importance at the present time, and at least one competent officer of each Party should be conversant with the question involved early if it is hoped to get a grip on house-owner areas. The matter is, of course, of great importance to every ratepayer.

DUPLICATED LOCAL NEWSPAPERS.

The following is a list of duplicated local Labour news sheets which, from information to hand, appear to have attained some degree of prominence.

"Clayton Members' Monthly Budget." Published by Ben Clare, at 16, North Road, Clayton, Manchester.

"Taunton Monthly News Letter." Address: A. W. Loveys, 2, Salisbury Terrace, Kingston Road, Taunton, Somerset.

"Barnet Labour Review." Address: Assembly Hall, Union Street, Barnet.

"Chelsea Monthly News Letter." Address: B. Curtis-Brown, 423, Kings Road, London, S.W.10.

"St. Marylebone Labour News." Address: 41, Daventry Street, London, N.W.1.

"Chingford Labour News." Address: H. Wickenden, 106, Normanshire Drive, Chingford, London, E.4.

"Cambuslang Labour Review." Circulation, 3,000. Labour Review Press, 35, Main Street, Cambuslang, Scotland.

"The Labour Bulletin" (Newhills Labour Party). Address: C. Christie, 32, Mugiemoss Road, Bucksburn, Scotland.

The "Clay Cross Clarion" (also "Tibshelf Clarion"). Address: Mr. J. W. French, 26, Mornington Road, Holmewood, Nr. Chesterfield, Derbys.

The "Middleton Labour Bulletin." Address: R. B. Greenhalgh, 66, Green Lane, Middleton, Manchester.

The "Morpeth Monthly Bulletin." Address: N. Garrow, 2, West Road, Bedlington Station, Northumberland.

The "Goole Guardian" (price one half-penny). Address: A. G. Grierson, 52, Queenway, Goole, Yorks.

COME CLOSER, BROTHERS!

BRINGING THE UNIONS INTO LINE

Our readers will learn with interest and satisfaction of the steps taken by the National Executive of the Party to secure greater co-operation in the constituencies between the forces of Trades Unionism and political Labour.

Consultations with the Headquarters representatives of the Trades Unions have been going on for a long time, and, implementing the votes of their representatives in Annual Conference, leading Trades Unionists have been discussing with the officers of the Labour Party the steps it seems desirable to take.

The upshot of all this has been that a series of consultations has been arranged between Trades Union Area Officers and representatives of the N.E.C., such meetings having been facilitated by the E.C.'s of the various Trades Unions. Several of these Conferences have already taken place, and have proved most encouraging. The Secretary of the Labour Party, Mr. J. S. Middleton, and the National Agent, Mr. G. R. Shepherd, with others, have attended these Conferences, and there seems little doubt that the whole series will result in much closer working in future between Trades Union officers and Local Party officers, and in greater encouragement being given to individual Trades Unionists to function politically.

For many years the cry has gone up from Local Labour Parties for something to be done to encourage local affiliations, and for the promotion of closer relations between the Unions and the Party. The remedy for an admitted laxity has not been so simple, and the cumulative effect of the Trades Disputes Act has tended to minimise what good work was actually being done. We believe there is great hope for the future.

The immediate business before the several Conferences which have been held has been the Party's present campaign, including the encouragement of general discussion of the *industrial* sections of the Party's programme, the co-operation of Trades Union speakers and branches in the

campaign, and of joint political campaigns with the Party—this being only a brief review of the matters dealt with. Some of the other important matters have been "contracting-in"; the recruitment of Trades Unionists as individual members; the development of affiliation with Constituency Parties, and closer association generally.

Those of our readers who have any influence which would make the remaining conferences still more successful are urged to do whatever is possible in that direction.

"PUTTING IT ACROSS"

Cut out the guessing in
Labour Publicity

By WILFRID B. HARGREAVES

Sec., Royton D.L.P., Lancs.

The steady attention the party is giving to improved publicity is most heartening and encouraging to the writer and others who have urged its importance for years.

Certain proved and known principles have emerged from much that was empiric and "guesswork," and it is possible now to short-circuit most of the trials and errors of bygone years of publicity.

Without modern publicity Labour fights with not only one arm, but also one leg, tied up its back! What should we secretaries and officers do then to ensure result-getting publicity at reasonable cost?

The first step is to collect, classify, and condense the material for the story we wish to tell. We cannot discuss peace, food, mining, power, transport, nutrition, pensions, etc., in two or three advertisements. We can, however, in a year's time persuasively put across most of this, and can do it in one coherent whole.

The Labour Research Department, the speeches of the leaders, and the party programme give us the material. (Rhetoric and Karl Marx are still useful in their proper places, i.e., the study circle and the debating class; let us keep them for those institutions.)

Decide, then, to tackle one part of the party policy at a time, and collect, clarify and condense that part first.

Believe me, the propaganda power inherent in the facts and arguments available is such that in a year or two's time a large portion of the politically indifferent electorate can be "won over," and even the convictions of the "ranks of Tuscany" are modified and reshaped under the hammering of incessant well-put-across Labour propaganda.

Having settled, then, *what* we are going to say, let us decide *how* we shall say it.

The newspaper, the leaflet, the folder, the poster, the public meeting, the loudspeaker, the cinema slide, the small cine projector, the lantern, the electrically lit sign, the travelling vehicle — all these are available. I have used them all, and even make a bicycle carry an advertising card.

Experience has taught us that the poster and the newspaper and leaflet should bear the bulk of our propaganda effort. Use as many means as you can, though, but treat the less important means as auxiliaries, not as a "regular" army.

And, by the way, let a poster "post." It cannot do the work of a newspaper, nor can the latter do the work of a folder or leaflet. Each one means does its own particular work best. Preliminary careful thought, after settling what the message shall be, will also settle what the means shall be, too.

Without that preliminary careful thought, we waste much of our effort.

The newspaper advertisement should be of such a size and layout that attention is aroused and favourable consideration invited.

Better far to spend £1 and get it read, than spend 10/- for it not to be seen!

Double or triple columns advertisements are much more likely to be seen and read than single column. The upper right-hand columns are better than the left, or the lower. A border of white space is a quiet but wonderfully persuasive invitation to tired eyes to linger and read. Stipulate not less

than ten point type — sizes less are hard to read.

Strike one note in each news advertisement — and strike it firmly, clearly, and unmistakably. Put the full party particulars at the bottom, and always urge specific action, e.g., come to the meeting, join the party, give your bit now, etc., as the case may be.

So much for the news advertisement.

The folder or leaflet presents little trouble. The party supply very effective literature at most reasonable rates. It can be neatly overprinted by the local or Divisional Labour Party, or may accompany a letter from the latter. Relate the leaflet to the poster or newspaper, of course. That is, send out leaflets dealing with the same subject as the other publicity being employed.

The smaller posters, also, present little difficulty, for the party supply them, too. Recent articles in the "L.O." have dealt fully with posters and sites.

May I just say this: Many trade union and Labour clubs walls are just asking for posters to be put on them? Use the spaces we have, friends.

Hand-made larger posters, such as 6 double-crowns, 16 double-crowns, and occasionally 32 double-crowns (double-crown is 20in. by 30in.) are wonderfully cheap.

A well-designed one is just as cheap as a badly designed one. Two colours are no dearer than one, and three colours are very little dearer. But, get a good design, dear reader. There are plenty. If you haven't any sense of design, stipulate, old gold paper, red and black ink, deep red border, design, tilted oblong. (One combination.)

Light green paper, deep green ink, dark red border design, oval at head of oblong. (Another combination.)

White paper, red ink, orange border design, simple shield, slightly tilted. (Another.)

Yellow paper, black ink, red border design, diamond shape in oblong. (Another.)

On every hoarding can be seen designs which may be used as a basis (not "pinched") for other work.

So much for posters.

Bus strips, cinema slides, loud speakers, etc., explain themselves. Use as many of them as you can, for reasons shortly to be given. Think of

them always, though, as auxiliaries only.

Comes the last problem of linking up all our diverse efforts, which is most important.

Every news advertisement, poster, leaflet, cinema slide, bus strip, etc., etc., must bear some simple identification mark common to them all.

It may be a peculiar border, a certain way of writing Labour, such as an L with a long tail, a simple figure, or what you will, so long as it is simple and quickly seen. Put it on everything.

(It should not be the candidate's name or photograph, or questions of "promoting or procuring" his return may arise.)

The Romans used a word "ubique," meaning in English, "Everywhereness."

This is the thing to aim at. Nothing moves the mass mind quite like it. It co-ordinates, reiterates and directs all our small efforts to one mighty end, and makes one powerful whole of a vast amount of little pieces!

Re-capitulation

Divide the whole plan into easily-handled, logically following parts, e.g.,

finance, transport, power, peace, food, etc.

Settle the means of putting it across, e.g., newspaper, poster, folder, electrically lit sign, etc.

Do as much of it by free poster site and inexpensive folder as possible. Use all the means possible to a limited exchequer.

Relate it altogether by special identification mark.

Urge definite action always, i.e., join the Party, join the Ward Committee, buy your token to-day.

Don't wait till experts can help you—begin now!

Just one warning. Even a vast amount of thorough publicity won't organise your division. It makes the work of organisation far easier, and far more fruitful. It opens doors now closed. It pushes fully open doors now half shut. It creates a friendly helpful feeling everywhere.

But it just won't go round and collect subscriptions and build up ward committees and organise pleasant social evenings.

It is not publicity versus organisation, but publicity plus organisation, which we want!

WHO IS RESPONSIBLE?

By ARTHUR WOODBURN

Scottish Secretary, The Labour Party

OUR Movement is built up of the most unselfish people in the world.

They are generous both in time and money. They are, however, sometimes prodigal in the giving of time and do not value it as they should.

This arises mostly from mixing up the settling of policy and the carrying of it out.

Policy is settled by the delegate bodies which represent all sections of the Movement.

It can be carried out, however, only by the individual enthusiasts. Committees usually instruct the Secretary. They ought also to empower him to appoint the necessary assistants to the positions of responsibility to carry it out.

* * *

For example, the prospects of a General Election are now very close. Are we ready? If not, when are we to start? I suggest that the time is now.

Let us place on the agenda of our next meeting a proposal to appoint a small Committee to draw up a plan of the election campaign, and to suggest the positions requiring to have responsible heads if that plan is to be effectively carried out. As a result we might find that we had to find members willing to accept responsibility and carry out their job with reliability. We could then proceed with our motions:—

(1) That we appoint immediately Comrade ——— to be responsible for organising the election army and carrying through our plan.

WILL YOU HELP US BY RECOMMENDING THE "L.O."?

THE EDITOR

(2) That the list of members be scrutinised, and even the names of those who might become members, so that there might be recruited individuals prepared to accept responsibility for the following key positions:—

(a) Registration Officer to see that electors' names are registered, and to see that seamen, fishermen, railwaymen, etc., are registered as absent voters where their votes may be lost otherwise.

(b) Canvass Officer to keep canvass records and organise the canvassers.

(c) Membership Secretary to keep membership records and organise membership campaigns.

(d) Envelope Secretary to register those able to address envelopes and have all arrangements for this work ready.

(e) Social Secretary to organise social functions for membership and raising funds.

(f) Meetings Organiser (1) Outdoor; (2) Indoor, with the following assistants and responsibilities:—

(1) Publicity (a) Press advance notes, press reports; (b) poster artists;

(c) chalkers, etc. (2) Platform Convener (a) Hospitality—to receive and

look after speakers; (b) platform arrangements steward; (c) meeting arrangements, etc. (3) Literature Convener (a) sellers; (b) distributors, etc.

That list alone calls for twenty individuals to take responsibility; think out their plans and recruit their staff to carry them out.

Where is the one man who can do all these things well?

* * *

I know we will not be able to fill all these jobs at first, and some who take them on will fail to last. In the end, however, we would build up a team which could prepare for and run an election which would guarantee the maximum result under all the circumstances.

Such an organisation sets the election agent free to give his mind to the battle itself. Everyone would know his job and do it. Out of such a team it would be simple to get organisers for polling day. The spirit of such a fight is the great spirit of our Movement.

It ceases to be **my** campaign—it becomes **our** campaign.

BRANCH SECRETARIES YOUR BIG PROBLEM

"Finance is the thorn in the side of all branch secretaries, lack of funds restrict progress for democracy."

LET US HELP YOU SOLVE THIS QUESTION

We offer you special agency terms for our
Football Pools and Racing Vouchers.

Support an organisation which ensures its employees
a forty-hour week, holidays with pay and Trade
Union conditions. **NO PRIVATE GAIN.**

**Workmen's Pools, 2 Burton Street
MIDDLETON, Lancs.**